

How does a company legitimate a new and non- typical product?

The case of an alcohol-free beverage by the
wine producer JMF

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Abstract

Title: “How does a company legitimate a new and non-typical product? The case of an alcohol free beverage by the wine producer JMF”

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The aim of this thesis is to answer the research question “How does an organization legitimate a new and non-typical product?” and so that we can approach this question in a more practical way we covered the case of the alcohol free wine by the well-known producer José Maria da Fonseca Vinhos S.A.. Our conclusion is that in order for a company to gain legitimacy in a new and non-typical product, it should follow the strategies described by Suchman (1995), with a special focus on *conform to the environment* and *select the environment*. Furthermore, it should also take into consideration the impact that the new product might have in the organization as a whole and for that reason the maintaining legitimacy strategies of *perceive the change* and *protect accomplishments* should be applied in order not to jeopardize the legitimacy already attained.